

PETER PALMIOTTO

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MARKETING DIRECTOR

DIGITAL MARKETING | PRODUCT INNOVATION | CRITICAL BRAND STRATEGY

SUMMARY OF QUALIFICATIONS

- **Strategic Marketing Visionary:** Over a decade orchestrating impactful strategies, advancing e-commerce experiences, and fostering cross-functional relationships for aligned brand direction and elevated business performance.
- **Holistic Brand Strategist:** Versatile expertise across digital and performance marketing, guiding strategy, storytelling, and marketing efforts for a cohesive and effective brand presence.
- **ROI-Focused Leader:** Specializing in transformative marketing overhauls, excelling in building, and optimizing departments for exceptional outcomes. Committed to strategic insights, maximizing ROI, and sustainable growth.

PROFESSIONAL EXPERIENCE

DIRECTOR OF DIGITAL MARKETING | December 2022 – October 2023

MASA Global | Plantation, FL

Led brand strategy and marketing for an emergency assistance insurance organization with annual sales well exceeding \$100M. Worked closely with executives to align campaigns and marketing initiatives to the company's strategic vision. Mentored and developed a small but mighty Marketing team.

- Orchestrated and managed comprehensive digital marketing strategies, resulting in a 30% increase in overall customer engagement across social media, native, programmatic/display, and video advertising channels
- Devised and executed a data-driven, scalable digital marketing acquisition roadmap, contributing to a 25% boost in customer acquisition rates and a 15% improvement in retention metrics
- Implemented a dynamic tracking system, enhancing marketing and sales KPI accuracy. Cultivated a culture of continuous improvement, ensuring strategic decisions are guided by customer-centric insights
- Spearheaded e-commerce initiatives, overseeing the development of a microsite and landing pages. Elevated conversion rates through the implementation of highly effective Conversion Rate Optimization (CRO) tactics
- Recruited, managed, and empowered digital marketing agencies, freelancers, and internal teams. Set clear role expectations, resulting in a notable increase in team productivity and goal achievement
- Collaborated with cross-functional leaders to enhance UX in the digital customer journey. Implemented impactful email and text messaging outreach, contributing to a 25% boost in overall campaign effectiveness
- Built and maintained a digital marketing budget that aligned with top-down business objectives, resulting in a 15% reduction in operational costs and increased ROI across campaigns

MARKETING DIRECTOR, E-COMMERCE | October 2021 – December 2022

SWCorp | Brownsville, FL

Key player at a leading bath products manufacturer delivering strategic vision and innovation. Led transformative multi-channel campaigns, built SEO strategies, and optimized digital media efforts. Drove new business opportunities and conducted B2C/B2B lead generation via sales, content marketing, and SEO, shaping the brand's digital presence.

- Executed the development of impactful collateral, messaging, and branding guidelines, elevating brand positioning and recognition
- Led the dynamic expansion of e-commerce activities, steering robust growth in online sales and market presence that yielded a substantial increase in revenue and market share during tenure
- Spearheaded end-to-end execution of multi-channel e-commerce marketing campaigns, driving innovation and achieving a noticeable increase in online customer engagement
- Directed and optimized multifaceted paid ad campaigns across Google, Bing, Facebook, and Instagram, surpassing KPI targets with a 25% improvement in conversion rates
- Pioneered the establishment and growth of social media accounts for five brands, yielding a 40% average increase in overall follower count

- Proactively fostered new business opportunities through segmented marketing and branding initiatives, contributing to a 20% increase in market share
- Engineered B2C and B2B lead generation strategies via sales, content marketing, and SEO, resulting in a 35% growth in qualified leads
- Drove the optimization of digital media campaigns, defining strategies, target audiences, and placements, achieving a notable 30% increase in ROI for all marketing and communication efforts

DIGITAL MARKETING DIRECTOR | February 2020 – February 2021

Synergy Insurance Marketing | Oakland Park, FL

Managed and led all marketing operations, including content generation, editing, campaign management, website design and maintenance, vendor management, automation and optimization, and implementation.

- Forged lucrative partnerships with external vendors, elevating profitability through strategic negotiations
- Spearheaded high-impact Online Display Advertising, driving a remarkable 30% surge in profit per client
- Constructed sales-focused websites using WordPress and HTML, amplifying brand presence
- Crafted compelling email marketing campaigns, yielding an 18% increase in client retention
- Boosted PPC profit by 20%, simultaneously slashing fraudulent clicks by 25% and reducing cost per acquisition

DIGITAL MARKETING DIRECTOR | August 2016 – February 2020

Storm Tight Windows | Deerfield Beach, FL

Collaborated with business owners to establish, accomplish, measure, and report key performance indicators. Scaled marketing strategies to optimize processes, communications, materials, and organizational growth.

- Attained remarkable YoY growth of 20%, leveraging paid social media posts to drive sales with a minimal budget
- Boosted PPC campaign conversions by an unprecedented 35%, amplifying the value of each customer by 18%.
- Engineered an impactful email marketing campaign, propelling referral sales from previous customers to reach a staggering \$1M in sales

ADDITIONAL EXPERIENCE

MARKETING MANAGER | Health Genesis Corporation | 2021

MARKETING MANAGER | Leapfactor Inc | 2015 – 2016

DIGITAL SALES ACCOUNT MANAGER | Cox Media Group | 2014 – 2015

MARKETING CONSULTANT | YP Advertising | 2013 – 2014

MILITARY SERVICE

US Army – Rank E-7 | 1999 – Present

Instruct a Civil Affairs Military Occupational Specialty course. Served in Iraq during Operation Iraqi Freedom 3 & 4. Mastered negotiation and operational coordination from 20+ years of service.

EDUCATION

Master of Business Administration | University of Phoenix-South Florida Campus | Miramar, FL

Bachelor of Science in Business Management | University of Phoenix-South Florida Campus | Miramar, FL

AREAS OF EXPERTISE

Industry Acumen: Brand Management & Marketing | Market & Trend Research | Campaign Management | Consumer & Competitor Analysis | Ad Retargeting | Media & Public Relations | Marketing Collateral | E-commerce | Project Management | Growth Strategies | B2C & B2B Marketing | Lead Generation | Digital Strategy Development | Social Media Marketing (SMM) | Search Engine Optimization (SEO) | Copywriting | Marketing Automation | Web Design | Programmatic Display Advertising | Conversion Rate Optimization (CRO) | Brand Positioning | Market Segmentation

Technical Skills: Magento | WooCommerce | Salesforce | Shopify | HubSpot | Zoho | Vici | WordPress | HTML | CRM

Certifications: Google Analytics | Google AdWords | Google Ads | Google PPC | Bing Ads | Facebook Blueprint